AMENDMENTS TO THE SPECIFICATION:

Please replace paragraph 0022 on page 5 as follows:

[0022] In one embodiment, the service control architecture 112 may include a context engine 114 coupled to the networks 104 and 108 for communicating with the mobile devices 102 and computers 110. The service control architecture 112 is may further coupled to include a directory database 116, or "profile" database, including profile information. Table 1 illustrates exemplary profile information that may be stored in the directory database 116.

Table 1

UserA Profile
Cell = 138-A
Alias = Work
Landmark = Town Center
Latitude = Xx
Longitude = Yy
State = DND
UserB Profile
Cell = 148-B
Alias = Work-out

Please replace paragraph 0026 on page 6 as follows:

[0026] Also included in service control architecture 112 may be is an advertising database 118 for storing content that may take the form of advertising. In the context of the present description, advertising may include any solicitation, information, etc. relating to available products or services. Table 2 illustrates exemplary advertising content.

Table 2

Longitude = Xx-Zz
Latitude = Yy-Zz
Ad Contexts: Store1, Company1
Longitude = Kk-Zz
Latitude = Ll-Zz
Ad Contexts: Store2, Company2

Please replace paragraph 0038 beginning on page 8 as follows:

[0038] With continuing reference to Figure 3, a plurality of Business Support Systems and Operations Support Systems (OSS/BSS) 340 are included. In particular, the OSS/BSS 340 include a service delivery system 342 coupled to the applications 301 and a service assurance system 644 344 coupled thereto. The OSS/BSS 340 also include a customer care system 346 and a billing system 348. Each of the OSS/BSS 340 is coupled to a customer self-service system 350.

Please replace paragraph 0044 on page 10 as follows:

[0044] The service control architecture 360 thus communicates with the OSS/BSS 340, the access networks 322 and the devices 311 via the gateway 332. Further, the service control architecture 360 communicates with the applications 301 via the presentation controller 370, and the billing system 340 348 via the service event collection platform 371. By this design, the service control architecture 360 serves as a hub for the service control environment 300 for providing Artificial Intelligent Networks (AIN)-like capabilities in an environment including a wide range of access networks 322 and devices 311.